



Smithsonian

*National Museum of American History Kenneth E. Behring Center*

## Guide to the Lillian Vernon Collection

NMAH.AC.1495

Patti Williams

2022

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## Collection Overview

<b>Repository:</b>	Archives Center, National Museum of American History
<b>Title:</b>	Lillian Vernon Collection
<b>Date:</b>	1974-2008
<b>Identifier:</b>	NMAH.AC.1495
<b>Creator:</b>	Vernon, Lillian, 1927-2015
<b>Extent:</b>	12 Cubic feet (37 boxes)
<b>Language:</b>	Collection finding aid is written in English.
<b>Summary:</b>	Collection documents Lillian Vernon, entrepreneur who started a catalog business on her kitchen table. Materials include video and audio cassettes, awards, certificates, clippings, and sales catalogs.

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## Administrative Information

### Acquisition Information

Collection donated by Fred P. Hochberg and David Hochberg, 2019.

### Related Materials

#### **Materials at the National Museum of American History**

The Division of Work and Industry holds related objects: engravo-graph machine, engraving blocks, kitchen table, wood sign, purse, and belt. See accession 2019.0306.

### Processing Information

Collection processed by Patti Williams, archivist, 2022. Select catalog covers digitized by Isaac Meth, intern, 2022.

### Preferred Citation

Lillian Vernon Collection, Archives Center, National Museum of American History.

### Restrictions

Collection is open for research.

### Conditions Governing Use

Collection items available for reproduction, but the Archives Center makes no guarantees concerning copyright restrictions. Other intellectual property rights may apply. Archives Center cost-recovery and use fees may apply when requesting reproductions.

## Biographical / Historical

Lillian Vernon, born Lilli Menasche (1927-2015), immigrated with her family to the United States from Germany after escaping the Nazi regime of the 1930s. Vernon inherited her family's entrepreneurial spirit and in 1951 when pregnant with her first child, she searched for a way to stay home and yet augment the family budget. Using her combined wedding gifts, Vernon invested \$2,000 in the business and placed her first advertisement in *Seventeen* for monogrammed accessories for teenagers. She received an overwhelming response and her business was launched. In the early years, the size of the business was limited to Vernon and her kitchen table, where she sorted and filled orders.

Vernon grew her enterprise into one of the nation's most successful mail-order catalogs and a major corporation. The Lillian Vernon Catalog, which the company launched in 1956, became an iconic shopping resource for American women. Produced monthly, the catalog was typically 120 pages and usually featured 750 items. In response to a catalog and shopping mall boom in the United States in the 1980s, the company produced a number of specialty catalogs in order to broaden its market, including ones targeted for children and homemakers.

In 1987, Vernon's company became the first business founded by a woman to be publicly listed on the New York Stock Exchange. Responding to the increasingly important online market in the early 1990s, the Lillian Vernon Corporation opened a storefront on AOL in 1995 and followed with an online catalog and website. However, by the end of the 1990s, the company began to struggle to meet online needs, especially after the collapse of the dot-com bubble. Vernon sold the company to Zelnick Media in 2003, but retained the symbolic title of non-executive chairman.

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## Scope and Contents

This collection consists of 12 cubic feet of material relating to Lillian Vernon, entrepreneur, who started her catalog business at her kitchen table. Materials include video and audio cassettes, awards, certificates, clippings, and sales catalogs, 1987-2008.

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## Arrangement

Collection is arranged in three series.

Series 1: Lillian Vernon Bound Catalogs, 1987-2007

Series 2: Biographical Material, 1989-2004

Series 3: Audio Visual Materials, undated

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## Names and Subject Terms

This collection is indexed in the online catalog of the Smithsonian Institution under the following terms:

Subjects:

- American woman entrepreneur
- Business -- History
- Direct marketing
- Mail-order business

Types of Materials:

- Audio cassettes
- CD-ROMs
- DVDs
- Sales catalogs
- Videotapes

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## Container Listing

### Series 1: Lillian Vernon Bound Catalogs, 1987-2007

**Scope and Contents:** This series consists of catalogs bound by the Lillian Vernon Company. The original order of the bound catalogs has not been altered. The year of issue can be found on the last page of the catalog in fine print.

#### Core, 1987-2007

**Scope and Contents:** This series is comprised of the core catalogs, bound by year. However, a few of the bound volumes include not only the core catalogs but the sales catalogs for the specific year as well. When sales catalogs are bound with the core catalogs, it is noted at the item level.

Box 1	<a href="#">Bound Catalogs Vol. 702-712, 1987</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 1	<a href="#">Bound Catalogs Vol. 806-812, 1988</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 2	<a href="#">Bound Catalogs Vol. 901-919, 1989</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 2, Folder 2	<a href="#">Catalog, 1990</a> Notes: This is a single 1990 core catalog.
Box 2	<a href="#">Bound Catalogs Vol. 124-111, 1991</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 3	<a href="#">Bound Catalogs Vol. 303-402, 1993</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 3	<a href="#">Bound Catalogs Vol. 403-502, 1994</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 4	<a href="#">Bound Catalogs Vol. 503-602, 1995</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 4	<a href="#">Bound Catalogs Vol. 603-702, 1996</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 5	<a href="#">Bound Catalogs Vol. 703-802, 1997</a> Notes: This volume contains both Core and Private Sale catalogs.
Box 5	<a href="#">Bound Catalogs Vol. 803-902, 1998</a> Notes: This volume contains both Core and Private Sale catalogs.

Box 6                      Bound Catalogs Vol. 904-002, 1999

Box 6                      Bound Catalogs Vol. 004-102, 2000

Box 6                      Bound Catalogs Vol.104-202, 2001

Box 7                      Bound Catalogs Vol. 204-302, 2002

Box 7                      Bound Catalogs Vol. 304-456, 2003

Box 7                      Bound Catalogs Vol. 404-505, 2004-2005

Box 8                      Bound Catalogs Vol. 507-605, 2005-2006

Box 8                      Bound Catalogs Vol. 610-706, 2006-2007

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### Christmas Memories, 1999-2003

Box 8                      Bound Catalog Vol. 950, 1999

Box 8                      Bound Catalogs Vol. 049-050, 2000

Box 8                      Bound Catalogs Vol. 149-150, 2001

Box 8                      Bound Catalog Vol. 250, 2002

Box 9                      Bound Catalog Vol. 350, 2003

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### Favorites, 1999-2005

Box 9                      Bound Catalogs Vol. 924-031, 1999

Box 9                      Bound Catalogs Vol. 231-131, 2000

Box 9                      Bound Catalogs Vol. 123-231, 2001

Box 9                      Bound Catalogs Vol. 223-331, 2002

Box 9                      Bound Catalogs Vol. 323-431, 2003

Box 9                      Bound Catalogs Vol. 447-531, 2004-2005

Box 10                     Bound Catalogs Vol. 547-631, 2005-2006

Box 10                     Bound Catalogs Vol. 647 and Vol. 607-609, 2006-2007

Notes: This volume also includes Core catalogs.

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### Garden, 1999-2002

Box 10 Bound Catalogs Vol. 913-930, 1999

Box 10 Bound Catalogs Vol. 013-025, 2000

Box 10 Bound Catalogs Vol. 113-125, 2001

Box 10 Bound Catalogs Vol. 213-225, 2002

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### Lilly's Kids, 1999-2007

Box 10 Bound Catalogs Vol. 934-941, 1999

Box 10 Bound Catalogs Vol. 034-041, 2000

Box 11 Bound Catalogs Vol. 134-141, 2001

Box 11 Bound Catalogs Vol. 234-241, 2002

Box 11 Bound Catalogs Vol. 334-341, 2003

Box 11 Bound Catalogs Vol. 433-535, 2004-2005

Box 11 Bound Catalogs Vol. 537-635, 2005-2006

Box 12 Bound Catalogs Vol. 637-641, 2006-2007

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### Neat Ideas, 1999-2000

Box 12 Bound Catalogs Vol. 945-045, 1999

Box 12 Bound Catalogs Vol. 044-143, 2000

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### Personalized Gifts, 1999-2005

Box 12 Bound Catalogs Vol. 914-920, 1999

Box 12 Bound Catalogs Vol. 114-120, 2001

Box 12 Bound Catalogs Vol. 214-220, 2002



Box 12	<a href="#">Bound Catalog Vol. 320, 2003</a>
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Box 12	<a href="#">Bound Catalog Vol. 420, 2004</a>
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### Personal Style, 2005

Box 13	<a href="#">Bound Catalog Vol. 543 Premiere Issue, 2005</a>
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### Sale, 1999-2006

Box 13	<a href="#">Bound Catalogs Vol. 954-022, 1999</a>
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Box 13	<a href="#">Bound Catalogs Vol. 006-122, 2000</a>
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Box 13	<a href="#">Bound Catalogs Vol. 154-222, 2001</a>
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Box 13	<a href="#">Bound Catalogs Vol. 254-212, 2002</a>
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Box 13	<a href="#">Bound Catalogs Vol. 354-312, 2003</a>
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Box 13	<a href="#">Bound Catalogs Vol. 406-554, 2004-2005</a>
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Box 13	<a href="#">Bound Catalogs Vol. 512-606, 2005-2006</a>
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### Mixed Bound Catalogs, 1992-1997

Scope and Contents: Includes Christmas Memories, Lilly's Kids, Kitchen, Personalized, and Favorites catalogs.

Box 14	<a href="#">Mixed Bound Catalogs, 1992</a>
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Box 14	<a href="#">Mixed Bound Catalogs, 1993</a>
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Box 14	<a href="#">Mixed Bound Catalogs, 1994</a>
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Box 14	<a href="#">Mixed Bound Catalogs, 1995</a>
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Box 14	<a href="#">Mixed Bound Catalogs, 1996</a>
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Box 15	<a href="#">Mixed Bound Catalogs, 1997</a>
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Box 15

Mixed Bound Catalogs, 1998

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## Series 2: Biographical Material, 1989-2004

Box 16	Lillian Vernon. <i>An Eye for Winners: How I Built One of America's Greatest Direct-Mail Businesses</i> , 1996
Box 16	Northwood University. <i>Outstanding Business Leaders</i> , 1995
Box 16	Northwood University. <i>Outstanding Business Leaders</i> , 1998
Box 16	Charlotte Baum, Paula Hyman, and Sonya Michel. <i>The Jewish Woman in America</i> , 1976
Box 16, Folder 1	White House birthday letter, 1997
Box 16, Folder 2	Reader's Digest and newspaper clipping, 2004
Box 16, Folder 3	Miscellaneous certificates, 1991-2001
Box 16, Folder 4	Philanthropic certificates, 1990-2001
Box 16, Folder 5	Hampton Roads, Virginia, Advertisement for Businesses, undated

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## Series 3: Audio Visual Materials, 1974-2008

### Subseries 3.1: Cassette tapes, 1974-2008

#### 40 Sound cassettes

Box 17, Item AC1495-OTC0001 Lillian and Rosalind; W.W., 1974-05  
1 Cassette tape

Box 17, Item AC1495-OTC0002 Susan Ingall, The Loft, 1974-05-20  
1 Cassette tape

Box 17, Item AC1495-OTC0003 S.J.R. 1:00-1:30; 1:30-2:00, 1979-01-02  
1 Cassette tape

Box 17, Item AC1495-OTC0004 Lillian Vernon, 1981-11-30  
1 Cassette tape

Box 17, Item AC1495-OTC0005 WVOX Interview-WARC, 1984-03-14  
1 Cassette tape

Box 17, Item AC1495-OTC0006 Lillian Vernon, Wisconsin Radio interview, 1984-05-18  
1 Cassette tape

Box 17, Item AC1495-OTC0007 Lillian Katz interview, KTOK AM, Oklahoma, 1984-11-15  
1 Cassette tape

Box 17, Item AC1495-OTC0008 KMBZ 980 Information Radio/KMBR 100FM Easy Listening, Mid Day Lillian Katz, 1985-01-31

	1 Cassette tape
Box 17, Item AC1495-OTC0009	LMK Course, Learning Annex, 1985-09-26 1 Cassette tape
Box 17, Item AC1495-OTC0010	LMK Course, Learning Annex, 1985-09-26 1 Cassette tape
Box 17, Item AC1495-OTC0011	WGCH AM, Bravo Interview Joyce Reels, 1985-11 1 Cassette tape
Box 17, Item AC1495-OTC0012	Lillian Katz Speech, St. John's University, 1986-02-19 1 Cassette tape
Box 17, Item AC1495-OTC0013	American Express Retail Radio, Lillian Vernon, AD #5027, Spring 1986 1 Cassette tape
Box 17, Item AC1495-OTC0014	LMK Interview, WMCA Radio AM, Ken and Daria Dolan Show, 1986-11 1 Cassette tape
Box 17, Item AC1495-OTC0015	Warren Pierce-Midday Magazine, Lillian Vernon Katz, 1986-11-12 1 Cassette tape
Box 17, Item AC1495-OTC0016	Interview with David Hochberg, Bob Lloyd Show, WFAS Radio, 1987-04-03 1 Cassette tape
Box 17, Item AC1495-OTC0017	Lee Fielding Show, WDOT/Talk 900, Philadelphia; Ronni Eisenberg Interview on this side of tape, 1987-05-27 1 Cassette tape
Box 17, Item AC1495-OTC0018	WVOX Radio News, Interview with David Hochberg, 1987-06-04 1 Cassette tape
Box 17, Item AC1495-OTC0019	1989 Annual Meeting, American Stock Exchange, 1989-07-19 1 Cassette tape
Box 17, Item AC1495-OTC0020	Lillian Katz Interview, 1989-08 1 Cassette tape
Box 17, Item AC1495-OTC0021	WVOX Radio, Merna Popper Show, Segment on NAPO Seminar, 1989-09-06 1 Cassette tape
Box 17, Item AC1495-OTC0022	Interview with David Hochberg, WVOX Radio, New Rochelle, New York, 1994-03-15

	1 Cassette tape
Box 17, Item AC1495-OTC0023	Lillian Vernon-WOR, 1995-03-21 1 Cassette tape
Box 17, Item AC1495-OTC0024	Port security-inspecting cargo containers, National Public Radio's "Morning Edition", 2002-10-29

	1 Cassette tape
Box 17, Item AC1495-OTC0025	Lillian Vernon, 2-Cuts. 1 Cassette tape
Box 17, Item AC1495-OTC0026	Lillian Vernon (Mail Order) 1 Cassette tape
Box 17, Item AC1495-OTC0027	1-John Cunningham, 2-Rick Rodstein, 3-Robb Webb, 4-Laurence Keith 1 Cassette tape
Box 17, Item AC1495-OTC0028	Lillian Vernon, Wraparound, 1) 1:23 (:42) act., 2) 1:14 (:45) act. 1 Cassette tape
Box 17, Item AC1495-OTC0029	Meeting 1 Cassette tape
Box 17, Item AC1495-OTC0030	3 Lillian Vernon @:60 1 Cassette tape
Box 17, Item AC1495-OTC0031	Amex BusinessTalk Guest: Lillian Vernon, Title: Direct Marketing 1 Cassette tape
Box 17, Item AC1495-OTC0032	The Lillian Vernon Story: A New Chapter 1 Cassette tape
Box 17, Item AC1495-OTC0033	Ronni Eisenberg on AM 60 Montreal 1 Cassette tape (Duration: 0:07:45)
Box 17, Item AC1495-OTC0034	WMCA Radio Interview, Monday November 25, Interview with Lillian Katz 1 Cassette tape
Box 17, Item AC1495-OTC0035	Mail Order: The Agony and the Ecstasy, Lillian Katz and Erv Magram 1 Cassette tape
Box 17, Item AC1495-OTC0036	"How to Keep the Profit in Mail Order," Lillian Katz 1 Cassette tape
Box 17, Item AC1495-OTC0037	Product Ingenuity: Risk Assessment; Lillian Katz 1 Cassette tape
Box 17, Item AC1495-OTC0038	Climbing the Ladder to Success with Lillian Katz 1 Cassette tape
Box 17, Item AC1495-OTC0039	Mail Order: Fred Hochberg and Stan Troyer 1 Cassette tape
Box 17, Item AC1495-OTC0040	Newstrack Executive Tape Service 1 Cassette tape

## Subseries 3.2: Videocassettes, 1986-2005

Arrangement: These videocassettes are arranged by date.

Scope and Contents: This series contains 241 VHS tapes, 3 Betacam tapes, 2 U-matic tapes, and 1 DVCPRO tape.

Box 18, Item AC1495-OV0001	LMK Appearance on: Louis Rukeyser Looks at American Business, Broadcast Nationally on Public Broadcasting System, 1986-10 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0002	Video for: Initial Public Offering, Produced by Morrison Media, 1987-08 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0003	This Morning's Business, CBS, Segment on Lillian Vernon, 1989-05 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0004	Lillian Vernon Promo (May '89) and Lillian Vernon Hour (5/1/89), 1989-05-01 1 Videocassettes (VHS) (Duration: 16:00)
Box 18, Item AC1495-OV0005	"Lillian Vernon," Roseanne, ABC-TV Network, 9:00 p.m., 1989-10-10 1 Videocassettes (VHS) (Duration: 0:00:45)
Box 18, Item AC1495-OV0006	: PT 3-Catalog Series, excerpt: WTKR 6:00 p.m., 1989-11-15 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0007	Lillian Vernon Christmas Rush, excerpt: WVEC 6:00 p.m., 1989-12-01 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0008	Mail Rate Increase, excerpt: WAVY 5:00 p.m., 1990-03-06 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0009	New Kids Catalog, excerpts: WAVY 12:00 p.m., 1990-09-24 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0010	Today 12/17/90; CNN 11/27/90 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0011	Mail Order Shopping, excerpts: WAVY 5:00 p.m., 1990-12-14 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0012	Postage Increase, excerpts, 1991-01-22 1 Videocassettes (VHS)
Box 18, Item AC1495-OV0013	"Catalog Shopping Lillian Vernon," Joan Rivers (syndicated), WNBC-TV (NBC) New York, 3:00 p.m., 1991-04-17 1 Videocassettes (VHS) (Duration: 0:00:20)
Box 19, Item AC1495-OV0014	Club 33-Kids Show, excerpts: WTVZ, 1991-04-20 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0015	"Fred Hochberg - Lillian Vernon/Catalogue Sales," CBS Evening News, KCBS-TV (CBS) Los Angeles, 5:30-6:30 p.m., 1991-11-17



	1 Videocassettes (VHS) (Duration: 0:02:38)
Box 19, Item AC1495-OV0016	New Telephone Center, excerpts: WAVY 11:00 p.m. and WVEC 11:00 p.m., 1992-01-09 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0017	Lillian Vernon New Jobs, excerpts: WAVY 11:00 p.m. and WVEC 5:30 p.m., 1992-02-05 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0018	"Woman of the Year," WTKR 11:00 p.m., 1992-05-08 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0019	"Woman of the Year," excerpts: WVEC 7:00 p.m., 1992-06-06 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0020	"Zoo to Do," excerpts: WCOX 8 p.m., 1992-09-22 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0021	Police Distribute Toys, excerpts: WAVY 6 p.m., 1992-12-21 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0022	1992 Virginia Beach Annual Report, "A New Wave", 1993-03-31 1 Videocassettes (VHS) (Duration: 0:06:51)
Box 19, Item AC1495-OV0023	Interview with Lillian Vernon, Personality Profiles, TCI Westchester Cable, Aired April 22 and 29, 1993, 1993-04 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0024	Segment on Lillian Vernon Corporation's Seat Mat on WNBC Local News, 1993-04-05 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0025	Interview with Lillian Vernon on View From the Top on CNBC Cable Television, 1993-04-12 1 Videocassettes (VHS)
Box 19, Item AC1495-OV0026	Interview of Lillian Vernon on the Joan Rivers Show, 1993-04-13 1 Videocassettes (VHS) Notes: Notes on box read "CNN Inside Business" and "Panch."

Box 19, Item AC1495-OV0027	Question About Lillian Vernon on Jeopardy, ABC Television Network, 1993-06-02 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0028	Lillian's Lecture, New York University, 1993-11-11 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0029	Christmas Gift Segment, Good Morning America, ABC Television, 1993-11-30 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0030	Angel Tree Program, excerpts: WVEC 5:30 p.m., 1993-12-15 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0031	Segment on the Home Show, ABC Television; Lilly's Kids Toy Fax Machine, 1993-12-17 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0032	Direct Marketing Association (DMA) Hall of Fame Award 1994, 1994 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0033	Lillian Vernon, Money Wheel CNBC (Cable), 11:00 a.m., 1994-03-07 1 Videocassettes (VHS) (Duration: 0:05:00)
Box 20, Item AC1495-OV0034	CD-ROM Future/Catalogs, excerpts: WTKR 6:00 p.m., 1994-05-17 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0035	Lillian Vernon Corporation Barbeque Products on Today in New York Show, WNBC Television-Channel 4, 1994-05-18 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0036	Lillian Vernon's Picnic Table and Chairs on Today in New York, WNBC Television, Channel 9, 1994-05-25 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0037	Lillian's Appearance on Joan Rivers' Show - Can We Shop, Aired Nationally on Independent Stations, 1994-06-13 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0038	Lillian Vernon Products Featured on Good Morning America, Channel 7, 1994-08-23 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0039	Profile of Lillian Vernon on the Money Program, Aired Nationally November 1994, 1994-10-15 1 Videocassettes (VHS)
Box 20, Item AC1495-OV0040	Segment on Lillian Vernon, WTNH News Channel 8, New Haven, Connecticut, 1994-10-24

1 Videocassettes (VHS)

Box 21, Item AC1495-OV0041	Interview of Lillian Vernon on Inside Business, CNN-Cable News Network, 1994-11-20 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0042	Segment on Mail Order, KTVU Television, San Francisco, California, 1994-11-25 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0043	1994 Catalog Sales Update, excerpts: WAVY 5:00 p.m. and WAVY 11:00 p.m., 1994-12-06 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0044	Direct Marketing Association, Catalog Shipping, Newswatch 7 KETV-TV (ABC) Omaha, News 8 at Five WGAL-TV (NBC) Harrisburg, Catalog Shopping Satellite Media Tour, 1995-01-11 1 Videocassettes (VHS) (Duration: 0:16:05)
Box 21, Item AC1495-OV0045	Lillian Vernon Expansion, excerpts: WVEC 6:00 p.m., 1995-03-18 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0046	Grace Shafir presents Dare to Dream, Lillian Vernon, NYC, 1995-04-20 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0047	Lillian Vernon - 1: B-roll 1. Boom 2. Camera; Beginning of Day; Tour of Facility, 1995-04-27 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0048	Lillian Vernon - 2: B-roll 1. Boom 2. Camera; Andrea Class, Creative Dept, [possibly reads Andreas Class], 1995-04-27 1 Videocassettes (VHS) (Duration: 0:13:45)
Box 21, Item AC1495-OV0049	Lillian Vernon - 6: B-roll 1. Shotgun 2. Camera; Catalog Cover, NR Facade, Typical Customer, Merchandise, 1995-04-27 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0050	Warehouse Expansion, excerpts: WVEC 12:00 p.m., WTKR/WAVY/WVEC 6:00 p.m., and WTKR/WAVY 11:00 p.m., 1995-10-02

1 Videocassettes (VHS)

Box 21, Item AC1495-OV0051	President's Lecture Series: Lillian Vernon, 1995-10-12 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0052	The Eleventh Annual Silver Apple Awards, 1995-11-16 1 Videocassettes (VHS)
Box 21, Item AC1495-OV0053	1992 Women Owned Businesses Video News Release, 1996-01 1 Videocassettes (VHS) (Duration: 0:25:15)
Box 22, Item AC1495-OV0054	Caribbean Mercy Donation, excerpts: WVEC 5:00 p.m., 1992-03-03 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0055	Lillian Vernon CBS Channel 2 News with Dana Tyler, 1996-05-10 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0056	Leeman Communications, "Dads With Grads" Satellite Tour, With Ruth Katz, 1996-06-04 1 Videocassettes (VHS) (Duration: 0:02:00)
Box 22, Item AC1495-OV0057	Lillian Vernon Expansion, WVEC-TV 6:00 p.m., 1996-09-20 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0058	Interview of Lillian Vernon, Today show in New York City, NBC-TV, 1996-10-05 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0059	Inside Talk, "Lillian Vernon", 1996-10-14 1 Videocassettes (VHS) (Duration: 0:30:00)
Box 22, Item AC1495-OV0060	The Bloomberg Forum: Lillian Vernon Interview, 1996-10-15 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0061	Segment on Catalog Shopping, Interview of Ralph Thomann, Good Morning America, 1996-12-12 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0062	Lillian Vernon Raw Footage Tape 1, 1997-06-03 1 Videocassettes (VHS) (Duration: 0:04:30)
Box 22, Item AC1495-OV0063	Lillian Vernon Raw Footage Tape 2, 1997-06-03 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0064	Parenting in the 90s, 1997-09-28 1 Videocassettes (VHS)
Box 22, Item AC1495-OV0065	Segment Where Lillian Vernon is Mentioned, Conan O'Brien, NBC, 12:30 a.m., 1997-12-19

	1 Videocassettes (VHS) (Duration: 0:03:00)
Box 22, Item AC1495-OV0066	Wynnewood Group, Chase Manhattan Bank, Lillian Vernon, 1998-03-31 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0067	Wynnewood Group, Chase Manhattan Bank, Lillian Vernon, 1998-03-31 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0068	Wynnewood Group, Chase Manhattan Bank, Lillian Vernon, 1998-03-31 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0069	can do woman, Back to School Fashion, 1998-08-05 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0070	Lillian Vernon Orientation (No Captioning), 1. Mixed 2. Split, Length: 9:20x2, 1998-08-12 1 Videocassettes (VHS) (Duration: 0:30:00)
Box 23, Item AC1495-OV0071	Amy Blankenship/Direct Marketing Association, News 12 New Jersey, "The Pet Shop", 1999-03-27 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0072	can do woman, Back To School Satellite Media Tour, With Katlean de Monchy, 1999-08 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0073	Lillian Vernon Virginia Beach [Notes on front read: "Virginia Beach Headquarters" and "B Roll Project"], 1998-09 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0074	News 12 Segment, Westchester Cable Television; Lillian Vernon Donation to Toys for Tots, Aired December 9, 1998, 1998-12-09 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0075	Profiles of Economic Vitality, Volume 2, Number 1: Lillian Vernon, 1999-10-14 1 Videocassettes (VHS) (Duration: 0:05:10)
Box 23, Item AC1495-OV0076	Amy Blankenship/Halloween Fashion Show, WPXN-TV (IND) New York, 1999-10-24

1 Videocassettes (VHS) (Duration: 0:28:00)

Box 23, Item AC1495-OV0077	"Ginny Daly-DMA," Harris Live!, WFLA-TV (NBC), Tampa, 1999-11-18 1 Videocassettes (VHS) (Duration: 0:05:19)
Box 23, Item AC1495-OV0078	Holiday Shopping Segment Featuring Lillian Vernon, WCBS-TV News, 1999-11-24 1 Videocassettes (VHS)
Box 23, Item AC1495-OV0079	"The View" - Gifts Under \$35, With Christy Ferer, Style Editor, 1999-12-02 1 Videocassettes (VHS) (Duration: 0:06:31)
Box 24, Item AC1495-OV0080	Interview of Jonah Gitlitz, Eye on Rye, City of Rye Cable Television Station, 1999-12-20 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0081	Lillian Vernon Product Mention, The Ainsley Harriott Show, 2000-02-07 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0082	Segment on Lillian Vernon Corporation Valentine's Products, The Ainsley Harriott Show, NBC-TV, 2000-02-07 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0083	Women.future ...it's a whole new conversation, The MainEvent, 2000-04-05 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0084	Ginny Daly/Direct Marketing Association, WB2Day, KWGN-TV (WB), Denver, 2000-04-17 1 Videocassettes (VHS) (Duration: 0:05:16)
Box 24, Item AC1495-OV0085	Ginny Daly/Direct Marketing Association, 4 o'clock at 9 News, KUSA-TV (NBC), Denver, 2000-04-17 1 Videocassettes (VHS) (Duration: 0:03:21)
Box 24, Item AC1495-OV0086	"Easter/Ginny Daly-DMA," Action 7 News Live at Noon, KOAT-TV (ABC) Albuquerque, 2000-04-18 1 Videocassettes (VHS) (Duration: 0:04:10)
Box 24, Item AC1495-OV0087	Body found inside burned out car at Lillian Vernon facility in Virginia Beach - WTKR 12:00 p.m. & 5:00 p.m. and WVEC 12:00 p.m., 2000-04-28 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0088	Lillian Vernon Corporation Product Publicity, On NBC's Later Today, 2000-05-15 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0089	Jason Biggs Appearance, Live with Regis and Kathie Lee, ABC, 9:00 a.m., 2000-07-21

	1 Videocassettes (VHS) (Duration: 0:08:35)
Box 24, Item AC1495-OV0090	A Personal Welcome from Lillian Vernon, 2000-08-03 1 Videocassettes (VHS) (Duration: 0:16:00)
Box 24, Item AC1495-OV0091	Halloween Fashion Show, Fox 5-WNYW-TV, New York, NY, 2000-10-16 1 Videocassettes (VHS)
Box 24, Item AC1495-OV0092	Singles Bar Sketch Incorporated, Mention of Lillian Vernon, Saturday Night Live, NBC, 11:30 p.m., 2000-11-11 1 Videocassettes (VHS) (Duration: 0:05:00)
Box 24, Item AC1495-OV0093	Lillian Vernon Corporation Products Mentioned on Lifetime Live, 2000-11-27 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0094	SkyTV; Brodour Worldwide; "IBM/Lillian Vernon"; Audio: mixed 1 & 2, 2001-01-25 1 Videocassettes (VHS) (Duration: 02:44:23)
Box 25, Item AC1495-OV0095	Valentine's Day Gift Segment, WCBS-TV News, 4:00-5:00 p.m., 2001-02-12 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0096	Amy Blankenship/Direct Marketing Association, WB In the Morning, WLVI-TV, Boston, 2001-04-03 1 Videocassettes (VHS) (Duration: 0:04:10)
Box 25, Item AC1495-OV0097	Eos Orchestra, Hillary Clinton Gala Introduction, 2001 Electronic Press Kit, 2001-04-04 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0098	Welcome Opener for Lillian Vernon!, 2001-05-01 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0099	The American Stock Exchange, Bell Ringing: Lillian Vernon Corporation, 2001-05-01 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0100	The American Stock Exchange, Bell Ringing: Lillian Vernon Corporation, 2001-05-01 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0101	Guggenheim Productions: Demo Reel: Oral history, Corporate, 2001-05-07 1 Videocassettes (VHS) (Duration: 00:06:30)
Box 25, Item AC1495-OV0102	Lillian Vernon, B to B Show, Jacob Javits Center, B-Roll and Soundbytes, Tape 1 of 3, 2001-05-09 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0103	Lillian Vernon, B to B Show, Jacob Javits Center, B-Roll and Soundbytes, Tape 2 of 3, 2001-05-09

	1 Videocassettes (VHS)
Box 25, Item AC1495-OV0104	Lillian Vernon: Interview, Tape 3 of 3, 2001-05-09 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0105	Lillian Vernon Rye Headquarters: B-Roll, John Kenny Interview, Tape 1 of 5, 2001-05-11 1 Videocassettes (VHS)
Box 25, Item AC1495-OV0106	Lillian Vernon Rye Headquarters: Kevin Green B-Roll, Kevin Green Interview, Tape 2 of 5, 2001-05-11 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0107	Lillian Vernon Rye Headquarters: Wayne Palladino Interview & B-Roll, Tape 4 of 5, 2001-05-11 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0108	Lillian Vernon Rye Headquarters: B-Roll Lightboard, Handbags and Exteriors, Tape 5 of 5, 2001-05-11 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0109	Lillian Vernon, Corporate Video, 2001-06-04 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0110	AT&T, China Trip, 6/4/01 NBC News Broadcast, 6/3/01 Today Show Broadcast, 1997-06-03 1 Videocassettes (VHS) (Duration: 2:30:00)
Box 36, Item AC1495-OV0243	Lillian Vernon Corporate Video, 2001-06-05 1 Videocassettes (Betacam) (Duration: 0:12:00)
Box 36, Item AC1495-OV0245	Lillian Vernon Corporate Video, 2001-06-05 1 Videocassettes (DVCPPro)
Box 26, Item AC1495-OV0111	Chesapeake This Week, WCTV-48/City of Chesapeake, 2001-06-27 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0112	Lillian Vernon Toy, Featured on WB Channel, NYC Morning Show 7:50 a.m., 2001-06-27 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0113	Lillian Vernon celebrating fifty years in business, News 12-Westchester 10:00 a.m., 2001-07-14



	1 Videocassettes (VHS)
Box 26, Item AC1495-OV0114	Lillian Vernon celebrating fifty years in business, CNBC 7:00 p.m., 2001-08-21 1 Videocassettes (VHS) (Duration: 0:03:51)
Box 26, Item AC1495-OV0115	Two Segments on Lillian Vernon Corporation Response to September 11, undated 1 Videocassettes (VHS)
Box 26, Item AC1495-OV0116	Lillian Vernon stress counseling for employees in wake of terrorist attacks, WKTR 5:00 p.m., 2001-09-17 1 Videocassettes (VHS) (Duration: 0:02:30)
Box 26, Item AC1495-OV0117	Local donations to help in relief effort in wake of terrorist attacks, LNC 10:00 p.m., 1997-09-10 1 Videocassettes (VHS) (Duration: 0:02:09)
Box 26, Item AC1495-OV0118	Direct Marketing Association/Ginny Daley, WBFF-TV, (Fox) Baltimore, Fox 45 Morning News, 2001-09-25 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0119	"World Trade Center Tragedy: CEO of Sandler-O'Neal," 60 Minutes, CBS TV, 7:00 p.m., 2001-10-07 1 Videocassettes (VHS) (Duration: 0:14:00)
Box 27, Item AC1495-OV0120	Ginny Daly, Direct Marketing Association, Fox 45 Morning News, WBFF-TV (Fox) Baltimore, 2001-10-16 1 Videocassettes (VHS) (Duration: 0:04:04)
Box 27, Item AC1495-OV0121	Halloween Costume Segment, Live with Regis and Kelly, 2001-10-31 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0122	Ginny Daly, Direct Marketing Association, Fox Morning News, WBFF-TV (Fox), Baltimore, 2001-11-13 1 Videocassettes (VHS) (Duration: 0:03:42)
Box 27, Item AC1495-OV0123	The Today Show, NBC-TV, "Countdown to Christmas," Product Segment, 2001-11-29 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0124	The Early Show/CBS-TV; The Today Show/NBC-TV, Christmas Product Segments, Aired November 27th and November 29th, 2001, Tape #2, 2001-11-27 - 2001-11-29 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0125	Catalog Shopping-Lillian Vernon, CNBC's Squawk Box, 8:00 a.m., 2001-11-30 1 Videocassettes (VHS) (Duration: 0:05:32)
Box 27, Item AC1495-OV0126	The Direct Marketing Association Incorporated, "DMA-Amy Blankenship," WB in the Morning, WLVI-TV (WB), Boston, 1997-12-11

## 1 Videocassettes (VHS)

Box 27, Item AC1495-OV0127	The Today Show/NBC-TV Network, Holiday Gift Drive Segment, 2001-12-21 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0128	ABC-TV Network, Challenge America (Aired 12/21/01); NBC-TV Network, Weekend Today Show (Aired 12/23/01), 2001-12-21 - 2001-12-23 1 Videocassettes (VHS)
Box 27, Item AC1495-OV0129	The Direct Marketing Association Incorporated, "DMA-Amy Blankenship," WB in the Morning, WLVI-TV (WB), Boston, 2002-01-23 1 Videocassettes (VHS) (Duration: 0:05:03)
Box 27, Item AC1495-OV0130	(oxygen) Media, She Commerce, 30 Minute Show, Episode #167 Hse:CME00167E1 Due Date: 02/13/02, 1998-02-12T00:00:00+00:00 1 Videocassettes (VHS) (Duration: 0:22:00)
Box 27, Item AC1495-OV0131	(oxygen) Media, She Commerce, 30 Minute Show, Episode #167 Hse:CME00167E1 Due Date: 02/13/02, 1998-02-12T00:00:00+00:00 1 Videocassettes (VHS) (Duration: 0:22:00)
Box 28, Item AC1495-OV0132	Norfolk State University student charged in baby's death – Lillian Vernon mention, WTKR 6:00 p.m., 2002-02-14 1 Videocassettes (VHS) (Duration: 0:02:00)
Box 28, Item AC1495-OV0133	Lillian Vernon Retiring, News 12 Westchester, 10:00 a.m., 2002-03-01 1 Videocassettes (VHS)
Box 28, Item AC1495-OV0134	Lillian Vernon Retiring, CBS-NY, 5:00 p.m., 2002-03-01 1 Videocassettes (VHS) (Duration: 0:00:50)
Box 28, Item AC1495-OV0135	The Direct Marketing Association, Amy Blankenship-DMA, WB in the Morning, WLVI-TV (WB) Boston, 2002-03-27 1 Videocassettes (VHS) (Duration: 0:10:34)
Box 28, Item AC1495-OV0136	Lillian Vernon Inducted into the Westchester County Chamber of Commerce Hall of Fame, Daytime Edition, News 12-Westchester, 10:00 a.m., 2002-04-11 1 Videocassettes (VHS) (Duration: 0:00:35)
Box 28, Item AC1495-OV0137	WPYL SHOW 1049; Sweetened Edited Master, 2002-04-15 1 Videocassettes (VHS) (Duration: 0:21:20)
Box 28, Item AC1495-OV0138	The Direct Marketing Association, Incorporated, "Amy Blankenship," KPHO-TV (CBS) Phoenix, 2002-04-22 1 Videocassettes (VHS) (Duration: 0:03:21)
Box 36, Item AC1495-OV0238	Lillian Vernon Spot Tape: For Annual Meeting, Highlights Our Multi Channels, Copy, 2002-07

	1 Videocassettes (VHS) (Duration: 0:04:30)
Box 28, Item AC1495-OV0139	Mission Organization, HGTV, 2002-07-14 1 Videocassettes (VHS)
Box 28, Item AC1495-OV0140	The Direct Marketing Association, Amy Blankenship-DMA, KARE 11 News, KARE-TV Channel 11 (NBC) Minneapolis, 2002-07-20 1 Videocassettes (VHS) (Duration: 0:04:30)
Box 28, Item AC1495-OV0141	The Direct Marketing Association Incorporated, "Amy Blankenship/Pet Products," 10!, WCAU-TV (NBC), Philadelphia, 2002-08-20 1 Videocassettes (VHS) (Duration:0:06:19)
Box 28, Item AC1495-OV0143	The Direct Marketing Association, Incorporated, "Pet Gifts," 4 San Antonio Living, WOAI-TV (NBC) San Antonio, 2002-10-17 1 Videocassettes (VHS) (Duration:0:04:22)
Box 28, Item AC1495-OV0144	Halloween Costumes for Kids, NBC 9:30 a.m., 2002-10-25 1 Videocassettes (VHS) (Duration:0:06:04)
Box 29, Item AC1495-OV0145	Halloween Costume Fashion Show, The Today Show, 2002-10-25 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0146	Halloween Costumes for Kids, "The Caroline Rhea Show", 2002-10-31 1 Videocassettes (VHS) (Duration:0:08:00)
Box 29, Item AC1495-OV0147	The Caroline Rhea Show, Halloween Special, Featured Lillian Vernon Costumes, 2002-10-31 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0148	Lillian Vernon Angel Ornaments Donation, Norfolk-Portsmouth-Newport News Market (#41), WAVY News 10 This Morning 6:45 a.m., 2002-11-02 1 Videocassettes (VHS) (Duration:0:00:25)
Box 29, Item AC1495-OV0149	Segment with Lewis Black on Lillian Vernon Catalog, The Daily Show, Comedy Central, 11:00 p.m., 2002-12-05 1 Videocassettes (VHS) (Duration:0:03:20)
Box 29, Item AC1495-OV0150	Real Simple Magazine's under \$50 gift guide, NBC Today Show, 9:10 a.m., 2002-12-10

1 Videocassettes (VHS) (Duration:0:05:00)

Box 29, Item AC1495-OV0151	Holiday 2002 Publicity, Halloween and Christmas, Lillian Vernon Corporation, 2002 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0152	Jennifer Humes: Clutter Queen, Clearing Kid Clutter, 2003-01-07 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0153	The Direct Marketing Association, Amy Blankenship, Valentine's Day Gifts, 4 San Antonio, WOAI-TV (NBC) San Antonio, 2003-02-06 1 Videocassettes (VHS) (Duration:0:05:27)
Box 29, Item AC1495-OV0154	The Direct Marketing Association, Amy Blankenship, Good Morning Texas, WFAA-TV (ABC) Dallas, 2003-02-07 1 Videocassettes (VHS) (Duration:0:04:50)
Box 29, Item AC1495-OV0155	60 Minutes II, 2003-03-05 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0156	Graduation Gifts, with Katlean de Monchy, WCBS-TV, 2003-05-16 1 Videocassettes (VHS)
Box 29, Item AC1495-OV0157	The Direct Marketing Association, Entertainment Ideas, Talk of the Town, WTVF-TV (CBS) Nashville, 2003-05-27 1 Videocassettes (VHS) (Duration: 0:06:04)
Box 30, Item AC1495-OV0158	Mission Organization, HGTV, The Today Show, 2003-07-22 1 Videocassettes (VHS)
Box 30, Item AC1495-OV0159	The Direct Marketing Association Incorporated, Amy Blankenship: Decorating your Dorm Room, San Antonio Market (#37), WOAI San Antonio Living, 2003-08-20 1 Videocassettes (VHS) (Duration: 0:09:42)
Box 30, Item AC1495-OV0160	Sissy Segment, Channel 12 News, 2003-09-25 1 Videocassettes (VHS)
Box 30, Item AC1495-OV0161	Lillian Vernon Costume, Today Show, NBC, 2003-10 1 Videocassettes (VHS)
Box 30, Item AC1495-OV0162	Baby Fashion Show Costume Segment, National Syndicated Market, WEWS, Live With Regis and Kelly, 9:38 a.m., 2003-10-29 1 Videocassettes (VHS) (Duration: 0:07:23)
Box 30, Item AC1495-OV0163	Segment on Personalized Gifts Featuring Two Lillian Vernon Products, CBS Early Show, 2003-12-12 1 Videocassettes (VHS)
Box 30, Item AC1495-OV0164	Victim's Christmas Tree, WWOR 10:00 p.m. (:35) and WPIX 10:00 p.m. (:30), NY, 2003-12-13

1 Videocassettes (VHS)

Box 30, Item AC1495-  
OV0165Lillian Vernon Skit, MADtv, Fox Television, 2003-12-13  
1 Videocassettes (VHS)Box 30, Item AC1495-  
OV0166Stocking Stuffer Ideas, WTVF 12:30 p.m. "Talk of the Town," Nashville, Tennessee,  
2003-12-15  
1 Videocassettes (VHS)Box 30, Item AC1495-  
OV0167Clean Sweep, Episode #137-Lampson, Viewing Copy, 2003-12-17  
1 Videocassettes (VHS)Box 30, Item AC1495-  
OV0168Amy Blankenship, WAGA, Good Day Atlanta, 2003-12-29  
1 Videocassettes (VHS) (Duration: 0:04:47)Box 30, Item AC1495-  
OV0169Dana Korey, Holiday Clutter, KUSI, 2004-01-04  
1 Videocassettes (VHS)Box 30, Item AC1495-  
OV0170Dana Korey, Clearing Clutter: Closets, 2004-01-05  
1 Videocassettes (VHS)Box 31, Item AC1495-  
OV0171Amy Blankenship, San Antonio Market (#37), San Antonio Living, 2004-01-08  
1 Videocassettes (VHS) (Duration: 0:05:01)Box 31, Item AC1495-  
OV0172Amy Blankenship, Consumer Segment, Phoenix Market (#15), KNXV, Sonoran  
Living, 2004-01-12

1 Videocassettes (VHS) (Duration: 0:04:55)

Box 31, Item AC1495-OV0173	"Valentine's Day 2004" Media Tour, 2004 1 Videocassettes (VHS) (Duration: 0:12:00)
Box 31, Item AC1495-OV0174	Oscar Party Segment, Living It Up with Ali and Jack, CBS, 2004-02 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0175	Mission Organization, Episode 302: "Madsen", 2004-03-10 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0176	Sissy Segment, CBS Television, Living It Up, 2004-03-18 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0177	Away with Clutter, Makeover Contest, KUSI, 2004-03-23 1 Videocassettes (VHS) (Approximate run time: 22 minutes)
Box 31, Item AC1495-OV0178	Away with Clutter, Garage Storage Solutions, KUSI, 2004-04-04 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0179	Mission Organization, Episode 306: "Lawrence", 2004-04-13 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0180	Mission Organization, Episode 307: "Wadler", 2004-04-15 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0181	Mission Organization, Episode 309: "Zickler", 2004-04-15 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0182	Sissy Biggers, Lillian Vernon Closet Organizer Segment, Living It Up with Ali and Jack, CBS, 2004-04-15 1 Videocassettes (VHS)
Box 31, Item AC1495-OV0183	Lillian Vernon Corporation on Mother's Day Gift Ideas, The Morning Show, CBS, 2004-05-04 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0184	Lillian Vernon Skit, MADtv, Fox Television, 2004-05-08 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0185	Mission Organization, Episode 313: "Cerulli/Holmes", 2004-05-20 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0186	Amy Blankenship, San Antonio Market (#37), WOAI, San Antonio Living, 2004-06-07 1 Videocassettes (VHS) (Duration: 0:04:13)
Box 32, Item AC1495-OV0187	Sissy Biggers on Father's Day Gift Segment, Living It Up with Ali and Jack, 2004-06-15

	1 Videocassettes (VHS)
Box 32, Item AC1495-OV0188	Mission Organization, Episode 403: "Cherry", 2004-06-17 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0189	Amy Blankenship, Dallas-Fort Worth Market (#7), WFAA, Good Morning Texas, 2004-06-18 1 Videocassettes (VHS) (Duration: 0:06:49)
Box 32, Item AC1495-OV0190	Amy Blankenship, Chicago Market, WFLD, FOX News in the Morning, 2004-07-19 1 Videocassettes (VHS) (Duration: 0:03:21)
Box 32, Item AC1495-OV0191	Mission Organization, Episode 407: "Jackson", 2004-08-23 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0192	Lillian Vernon Corporation Children's Pilot Case, Back to School Segment, Today Show, NBC-TV, 2004-08-31 1 Videocassettes (VHS)
Box 32, Item AC1495-OV0193	Segment on Dog Costumes, The Tony Danza Show, ABC, New York, 10:00 a.m., 2004-10-14 1 Videocassettes (VHS) (Duration: 0:05:00)
Box 32, Item AC1495-OV0194	Mission Organization, Episode 501: "Bradbury", 2004-10-14 1 Videocassettes (VHS) (Duration: 0:22:26)
Box 32, Item AC1495-OV0195	Mission Organization, Episode 505: "Mulford", 2004-10-14 1 Videocassettes (VHS) (Duration: 0:22:26)
Box 32, Item AC1495-OV0196	Halloween Costumes, Fox News Channel, 2004-10-17 1 Videocassettes (VHS)
Box 33, Item AC1495-OV0197	Costume Segment, Fox Five, Sissy Biggers, 2004-10-25 1 Videocassettes (VHS)
Box 33, Item AC1495-OV0198	Segment on Holiday Hostess Gift, Life and Style Show, 2004-11 1 Videocassettes (VHS)
Box 33, Item AC1495-OV0199	Lillian Vernon Lecture, Women's Enterprise Development Center, 2004-11-04 1 Videocassettes (VHS)
Box 33, Item AC1495-OV0200	Lillian Vernon Corporation Products on Holiday Prep Segment, Life and Style Show, 2004-11-05

## 1 Videocassettes (VHS)

Box 33, Item AC1495-  
OV0201Holiday Gift Ideas-Lillian Vernon; NBC Today Show 8:00 a.m., 2004-12-01  
1 Videocassettes (VHS) (Duration: 0:06:50)Box 33, Item AC1495-  
OV0202"Laundry Room Makeover" Segment, Professional Organizer Jennifer Humes,  
WFAA Channel 8 Good Morning Texas, 9:00-10:00 a.m., 2005-01-24  
1 Videocassettes (VHS)Box 33, Item AC1495-  
OV0203"Junk Drawer" Segment, Jennifer Humes, Clutter Queen, WFAA Channel 8 Good  
Morning Texas, 2005-02-24  
1 Videocassettes (VHS)Box 33, Item AC1495-  
OV02052005 OD Women's Conference: Lillian Vernon, 2005  
1 Videocassettes (VHS)Box 33, Item AC1495-  
OV0206The Westchester County Business Hall of Fame, undated  
1 Videocassettes (VHS)Box 33, Item AC1495-  
OV0207Fred Hochberg Miami Home on HGTV: 10 Most Beautiful Houses in America  
Special, undated



1 Videocassettes (VHS)

Box 33, Item AC1495-OV0208	Girl Scouts of the USA, "Lillian Vernon" Public Service Announcement, undated 1 Videocassettes (VHS) (Duration: 0:00:30)
Box 33, Item AC1495-OV0209	Girl Scouts of the USA, "Lillian Vernon" Public Service Announcement, undated 1 Videocassettes (VHS) (Duration: 0:00:30)
Box 34, Item AC1495-OV0210	Sky Television: The Inflight Broadcasting Network, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0211	Sky Television: The Inflight Broadcasting Network, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0212	General Demo Reel, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0213	IBM, Lillian Vernon Customer Testimonial, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0214	Donna Goldberg: The Organized Student, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0215	Donna Goldberg: The Organized Student, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0216	Lillian Vernon: Ernst and Young Soundbytes, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0217	Halloween Fashions, Show #7072, Lifetime, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0218	Lifetime: Our Home, Kid Clutter and Kitchen Gadgets, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0219	Lillian Vernon Corporation Pet Product Segment, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0220	Lillian Vernon Corporation on Father's Day Gift Segment, Morning News, WTNH TV, New Haven, Connecticut, undated 1 Videocassettes (VHS)
Box 34, Item AC1495-OV0221	The Direct Marketing Association Incorporated, Interview with Amy Blankenship, Minneapolis-St. Paul Market (#14), Dallas-Fort Worth Market (#7), edited master, undated

1 Videocassettes (VHS)

Box 34, Item AC1495-OV0222	Mission Organization, Episode 404: John 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0223	Edelman: Public Relations Worldwide, Crisis Preparation and Response, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0224	Pink Umbrellas, Absolut/Diffa, Final Version, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0225	Selling Video, undated 1 Videocassettes (VHS) (Duration: 0:05:00)
Box 35, Item AC1495-OV0226	Mail Order Sales Tax, excerpts: 26 May, WVEC 5:30 p.m.; 27 May, WAVY 5:00 p.m., WVEC 5:30 p.m., undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0227	Lillian Vernon Incorporated/Sales Tax, excerpts WAVY 15 June 6:00 p.m., undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0228	Lillian Vernon Computer Center, excerpt, WAVY 18 August 6:00 p.m., undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0229	Connecticut for Weekend, Joan Rivers, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0230	Ali and Jack Show, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0231	stylewiz.com, "Holiday Feast on the Fly" with Christy Ferer, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0232	Laundry Lessons, undated 1 Videocassettes (VHS) (Duration: 0:01:35)
Box 35, Item AC1495-OV0233	Lillian Vernon, The Exchange, Host: Rebecca Surran, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0234	Away with Clutter News Segment, undated 1 Videocassettes (VHS)
Box 35, Item AC1495-OV0235	Lillian Vernon Corporation on Gifts for Graduates Segment, CBS Early Show, undated 1 Videocassettes (VHS)
Box 36, Item AC1495-OV0236	Virginia Beach Economic Development; "Expansion" :30 and :60 TV Spots; "Imagine" :30 and :60 TV Spots, undated

	1 Videocassettes (VHS)
Box 36, Item AC1495-OV0237	Lillian Vernon: China B-Roll, undated 1 Videocassettes (VHS) (Duration: 00:08:00)
Box 36, Item AC1495-OV0239	Lillian Vernon Interview: Window Dub [951016.01 WOB 01], undated 1 Videocassettes (VHS)
Box 36, Item AC1495-OV0240	Women. Future TV Stories, Three Segments with Lillian Vernon, Produced by Mike Morris, undated 1 Videocassettes (VHS)
Box 36, Item AC1495-OV0241	PAX Television Network, "Shop Till You Drop," 6:30-7:00 p.m., Weeknights, undated 1 Videocassettes (VHS)
Box 36, Item AC1495-OV0242	IBM, Lillian Vernon customer testimonial, undated 1 Videocassettes (Betacam)
Box 36, Item AC1495-OV0244	IBM, Lillian Vernon, B-Roll Video, undated 1 Videocassettes (Betacam)
Box 36, Item AC1495-OV0246	A Video Overview of How We Process an Order, undated 1 Videocassettes (U-matic)
Box 36, Item AC1495-OV0247	A Video Overview of How We Process an Order, undated 1 Videocassettes (U-matic)

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### Subseries 3.3: Miscellaneous, 1994, 2004, 2008, undated

Box 37	The Merchant CD-ROM Catalog Shopping: 25 Mail Order Catalogs on a Free Interactive CD-ROM, 1994
Box 37	Photos from Maastricht, 2008-03-09-2008-03-14
Box 37	Ms. Vernon's Things
Box 37	Ms. Vernon's Things VB
Box 37	Ms. Vernon's Things from VB
Box 37	Lillian Vernon B-Day Disk 1
Box 37	Ms. Vernon's Things from VB

Box 37

Lillian Vernon Weatherhood School of Management, 2004-09-23

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